

Application No. 09/205,119  
Reply to Office Action of January 12, 200

**Amendments to and Listing of the Claims:**

Please amend claims 82, 84-85, 88-89, 91-94 and 96-102 and add new claims 103-116 as follows:

1-81. (canceled)

82. (currently amended) A computer-implemented method of including a subscriber in a group based on subscriber interaction with targeted programming, the method comprising:

(a) monitoring subscriber interactions with the targeted programming;

(b) retrieving information associated with the targeted programming, wherein the information describes at least one demographic characteristic of at least one group associated with the targeted programming;

(c) ~~retrieving~~ applying one or more predefined heuristic rules associated with the subscriber interactions, wherein the heuristic rules relate ~~infer at least one~~ subscriber demographic characteristics to based on the subscriber interactions;

(d) inferring at least one subscriber demographic characteristic of the subscriber based on the application of the heuristic rules;

(~~e~~) correlating the at least one subscriber demographic characteristic with the at least one demographic characteristic of the at least one group; and

(~~f~~) associating the subscriber with the group if there is a sufficient correlation between the at least one subscriber demographic characteristic and the at least one demographic characteristic of the at least one group.

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83. (previously presented) The method of claim 82, wherein the heuristic rules are probabilistic in nature.

84. (currently amended) The method of claim 82, wherein the heuristic rules assign probabilities of the subscriber having the at least one subscriber demographic characteristic.

85. (currently amended) The method of claim 82, wherein the heuristic rules predict product interest characteristics about the subscriber and step (d) includes correlating the product interest characteristic with the at least one demographic characteristic of the group.

86. (previously presented) The method of claim 82, wherein the monitoring in step (a) includes monitoring at least some subset of channel changes, volume changes, record commands, and associated time.

87. (previously presented) The method of claim 82, wherein the monitoring in step (a) includes monitoring all subscriber interactions with a television.

88. (currently amended) The method of claim 82, wherein the at least one subscriber demographic characteristic is based on subscriber interactions that are aggregated over multiple viewing sessions.

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89. (currently amended) The method of claim 82, wherein the at least one subscriber demographic characteristic does not identify specific subscriber interactions.

90. (previously presented) The method of claim 82, wherein step (a) includes determining the extent to which the subscriber interacts with the programming.

91. (currently amended) A computer-implemented method of including a subscriber in a group based on subscriber interaction with targeted programming, the method comprising:

(a) monitoring subscriber interactions with the targeted programming;

(b) retrieving programming attributes associated with the targeted programming, wherein the programming attributes include at least one demographic characteristic of at least one group associated with the targeted programming;

~~(c) retrieving heuristic rules associated with the subscriber interactions;~~

~~(dc)~~ applying one or more of the predefined heuristic rules to the subscriber interactions, wherein the application of the heuristic rules ~~infer-infer~~ at least one subscriber demographic characteristic from the subscriber interactions;

~~(ed)~~ correlating the at least one subscriber demographic characteristic with the at least one demographic characteristic of the at least one group; and

~~(fe)~~ associating the subscriber with one or more of the groups if there is a sufficient correlation between the at least one subscriber demographic characteristic and the at least one demographic characteristic of the at least one group.

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92. (currently amended) The method of claim 91 wherein the at least one subscriber demographic characteristic cannot be directly obtained through statistical analysis of the subscriber interactions.

93. (currently amended) The method of claim 91 wherein the at least one subscriber demographic characteristic is not directly observable from the subscriber interactions.

94. (currently amended) The method of claim 91, wherein the heuristic rules predict product interest characteristics about the subscriber and step (ed) includes correlating the product interest characteristic with the at least one demographic characteristic of the group.

95. (previously presented) The method of claim 91, wherein the monitoring in step (a) includes monitoring at least some subset of channel changes, volume changes, record commands, and associated time.

96. (currently amended) The method of claim 91, wherein the at least one subscriber demographic characteristic is based on subscriber interactions that are aggregated over multiple viewing sessions.

97. (currently amended) A computer-implemented method of including a subscriber in a group based on subscriber interaction with targeted programming, the method comprising:

(a) monitoring subscriber interactions with the targeted programming;

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(b) retrieving programming attributes associated with the targeted programming, wherein the programming attributes include at least one demographic characteristic of at least one group associated with the targeted programming;

~~(c) retrieving heuristic rules associated with the subscriber interactions;~~

~~(d) applying one or more of the heuristic rules to the subscriber interactions, wherein the heuristic rules relate the subscriber interactions to at least one subscriber demographic characteristics that is not directly observable from the subscriber interactions;~~

(d) inferring at least one subscriber demographic characteristic of the subscriber based on the application of the heuristic rules;

(e) correlating the at least one subscriber demographic characteristic with the at least one demographic characteristic of the at least one group; and

(f) associating the subscriber with one or more of the groups if there is a sufficient correlation between the at least one subscriber demographic characteristic and the at least one demographic characteristic of the at least one group.

98. (currently amended) The method of claim 98-97 wherein the ~~relating~~ applying of step (c) creates an inferential link between the subscriber interactions and the at least one subscriber demographic characteristics.

99. (currently amended) The method of claim 98-97 wherein the at least one subscriber demographic characteristic cannot be directly obtained through statistical analysis of the subscriber interactions.

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100. (currently amended) The method of claim 9897, wherein the heuristic rules predict product interest characteristics about the subscriber and step (e) includes correlating the product interest characteristic with the at least one demographic characteristic of the group.
101. (currently amended) The method of claim 9897, wherein the monitoring in step (a) includes monitoring at least some subset of channel changes, volume changes, record commands, and associated time.
102. (currently amended) The method of claim 9897, wherein the at least one subscriber demographic characteristic is based on subscriber interactions that are aggregated over multiple viewing sessions.
103. (new) The method of claim 82, wherein the at least one subscriber demographic characteristic cannot be directly obtained through statistical analysis of the subscriber interactions.
104. (new) The method of claim 82, wherein the at least one subscriber demographic characteristic is not derivable directly from the subscriber interactions.
105. (new) The method of claim 82, wherein the heuristic rules remain unchanged at least during steps (c) and (d).

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106. (new) The method of claim 82, wherein the heuristic rules create an inferential link between the subscriber interactions and the at least one subscriber demographic characteristic.

107. (new) The method of claim 82, wherein the heuristic rules provide a predictive value that the subscriber has the at least one subscriber demographic characteristic inferred in step (d).

108. (new) The method of claim 91, wherein the at least one subscriber demographic characteristic is not derivable directly from the subscriber interactions.

109. (new) The method of claim 91, wherein the heuristic rules remain unchanged at least during steps (c) and (d).

110. (new) The method of claim 91, wherein the heuristic rules create an inferential link between the subscriber interactions and the at least one subscriber demographic characteristic.

111. (new) The method of claim 91, wherein the heuristic rules provide a predictive value that the subscriber has the at least one subscriber demographic characteristic inferred in step (d).

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112. (new) The method of claim 97, wherein the at least one subscriber demographic characteristic cannot be directly obtained through statistical analysis of the subscriber interactions.

113. (new) The method of claim 97, wherein the at least one subscriber demographic characteristic is not derivable directly from the subscriber interactions.

114. (new) The method of claim 97, wherein the heuristic rules are predefined.

115. (new) The method of claim 97, wherein the heuristic rules remain unchanged at least during steps (c) and (d).

116. (new) The method of claim 97, wherein the heuristic rules provide a predictive value that the subscriber has the at least one subscriber demographic characteristic inferred in step (d).

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